ompetitive audit Galei Compare the user experience of each competitor's website																
	General information							us proder need work skap good or outstanding)								
								First impressions		Website Interaction						bsite content
	Competitor type	Location	Product offering	Price	Business size	Target audience	Unique value proposition	Desktop website experience		Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
lurger Garden our company)	-	International	25 types of burgers	ss	Small		Large variety in 25+ burgers (i.e. toppings, flavors)	Good + Visually appealing - Feels dense and overwhelming in places	Good + Rufly responsive - Interaction was not as smooth on mobile	Good + Online ordering feature + "Create account" feature	Good + Website available in two languages + Images of menu items are clear and legible - Menu isn't compatible with screen reader technologies	Good + Easy to find key info (menu, location, hours) - No clear hierarchy, difficult to scan quickly	Outstanding + Easy to navigate + Clear indication of clickable elements	Good Clear color scheme, font, and art direction Inconsistent use of imagery and photography	Serious and direct Friendly in some places	Good + All key info is present - Too descriptive
ficDonalds	Direct	International	10 types of burgers	\$\$\$	Small	Families	Traditional American-style food	Okay + Welcoming and easy to use - Feels dense and overwhelming in places	Good + Fully responsive + Animations added to enhance the mobile experience - Menu is hard to read	Okay + "Create account" feature - Users have to download PDF of menu to open it	Needs work - Website only available in English - Menu is included as an image and is hard to read	Okay + Easy to find the menu - Needed to search to find hours - Home page is too busy	Okay - Somewhat difficult to navigate - Some elements seem clickable but are not	Needs work - No brand identity at all	Friendly and indirect	Okay + All key info is present - Unnecessary details
lurger King	Direct	International	5 types of burgers	sss	Small	Local millennials	Fun and friendly branding	Outstanding + Fun and easy to use + Engaging animations + Clear branding		Outstanding + "Create account" feature + Store locator feature + Online ordering feature with pickupidelivery options	Needs work - Website only available in English - Menu isn't compatible with screen reader technologies	Okay + Fun to use - Difficult to find key info (menu, location, hours) due to animation load time	Needs work - Difficult to navigate due to big animation size - Unfamiliar way to navigate	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography	Fun and indirect	Outstanding + Short and to the point
Cheese and Cakes	Indirect	City Light, Surat	7 types of burgers	ss	Small	College students	Family owned and operated, with a devoted customer following	Okay + Easy to navigate and find information - Missing characters	Okay + Key information is present - Not fully responsive	Needs work - Users have to download PDF of menu to open it - Checkout process requires user to input payment info twice	Okay - Website available in two languages - Menu isn't compatible with screen reader technologies - Menu is included as an image and is hard to read	Outstanding + Easy to find key info (menu, location, hours) + Info is kept up to date (e.g., holiday opening)	Outstanding + Very easy to navigate + Familiar way to navigate (e.g., swipe)	Okay + Clear color scheme and art direction - Inconsistent font, photography, and imagery	Friendly and indirect	Outstanding + Easy to follow + Short and to the point
lurger Corner	Indirect	Various - international	15 types of burgers	sss	Large	Vegans	Specialty vegan burgers	Outstanding + Visually appealing imagery + Clean design	+ Fully responsive + Menu is easy to read	Outstanding + Store locator feature + Website features a nutrition calculator + "Trending" menu	Outstanding + Website available in six languages + Menu is compatible with screen reader technologies + Images of menu items are clear and legible	Good + Easy to find key info (menu, location, hours) - Seasonal and holiday times are not clear	Outstanding - Easy to navigate - Easy to switch locations and languages	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography	Serious and direct	Outstanding + Short + Focused on info relevant to target audience